

# LEGAL MATTERS

## FOR SOCIAL MEDIA

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**ESTABLISH CLEAR GUIDELINES AND BOUNDARIES** for employee social media activities, both on-duty and off the clock.

**INCLUDE A DISCLAIMER** that states the type of content that is not permitted and subject to removal.

**SOCIAL MEDIA ADMINISTRATORS SHOULD BE TRAINED ON THE POLICY** and clearly understand associated responsibilities.

**CREATE YOUR OWN CONTENT**, including photos, videos, and graphics, to avoid copyright violation.

**WHEN YOU ARE ANGRY OR FRUSTRATED**, don't engage on digital channels.

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**ADOPT A SOCIAL MEDIA POLICY** to establish rules of engagement for your agency.

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**GOVERNMENT SOCIAL MEDIA IS PUBLIC RECORD.** A policy should address archiving/records retention.

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**DEVELOP A COMMENT POLICY/TERMS** of service (or a link to that policy) and post on your social media sites/website. Be careful not to “censor” comments.

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**REQUIRE EMPLOYEES TO SIGN** an acknowledgment that they: (1) read the policy and (2) received training.

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**SOCIAL MEDIA IS A SKILLSET.** The Social Media Administrator should not be the intern.

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